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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019 / 2020

PBU0044 – INTRODUCTION TO BUSINESS

(All Sections)

12 OCTOBER 2019
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO (2) pages** excluding the cover page.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Write your answers in the Answer Booklet.

QUESTION 1 [20 Marks]

- a. State and explain the **FOUR (4)** approaches to social responsibility. (12 marks)
- b. Explain the difference between Gross Domestic Product (GDP) and Gross National Product (GNP). (4 marks)
- c. Define the following terms: (6 marks)
 - i. Balance of trade
 - ii. Fiscal policies
 - iii. Monetary policies

QUESTION 2 [20 Marks]

- a. Camelia would like to conduct a customer survey on her products. Briefly explain to her what is consumer behavior and list **THREE (3)** factors that influence consumer behavior to buy her products. (4 marks)
- b. Answer the questions below related to products in a business.
 - i. State and describe **ONE (1)** category of consumer products. (2 marks)
 - ii. List and explain the stages of product life cycle in a business. (8 marks)
- c. The marketing team of Dream Company needs to think of different methods and tools of communication to be used in presenting their companies' products or services to their target customers. List and explain **THREE (3)** types of promotional mix tools. (6 marks)

QUESTION 3 [20 Marks]

- a. A financial institution is a company engaged in the business of dealing with financial and monetary transactions such as deposits, loans, investments, and currency exchange. Identify **FOUR (4)** types of financial institutions and explain their roles towards the banking industry. (8 marks)
- b. List **FOUR (4)** types of non-depository institutions. (4 marks)
- c. Clarissa would like to make stock investment with Hope Company and to be one of the company's stockholder. Describe the role of stock exchange to her. Explain the meaning of each element of the stock exchange below:
 - i. Common Stock
 - ii. Stock Values
 - iii. Dividend Payment (8 marks)

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QUESTION 4 [20 Marks]

- a. Discuss the management skills required by managers for the 21st century. (6 marks)
- b. Briefly explain **FOUR (4)** reasons of the importance of setting clear business goals. (4 marks)
- c. Who are contingent and temporary workers? How can managers efficiently manage these workers? (6 marks)
- d. Win Telco is going through major changes in the organisation. What kind of leadership do you think would be best to help steer Win Telco during the implementation of change? Provide justification for your answer. (4 marks)

QUESTION 5 [20 Marks]

- a. Briefly explain the **FIVE (5)** dimensions of emotional quotient. (10 marks)
- b. Explain how can participative management and empowerment increase job satisfaction among employees. (2 marks)
- c. Briefly explain the meaning of psychological contract and illustrate the nature of a psychological contract in the form of the figure. (8 marks)

End of Paper.